

# The BORP REVOLUTION Ride

*A Fundraiser Supporting Athletic Programs for People with Physical Disabilities*

## Who We Are

The Bay Area Outreach & Recreation Program (BORP) is a 501(c)3 non-profit organization working to improve the health, independence and social integration of people with physical disabilities through sports, fitness and recreation programs. At BORP, we believe that sports and recreation provide a path to greater achievement to which **all** people should have access, and we continually strive to make this a reality. We invite you to learn more about our work at [www.borp.org](http://www.borp.org).

## What is the "Revolution"?

The "Rev" is a bike-a-thon fundraising event to support BORP's sports and recreation programs for people with physical disabilities. The event takes place in the beautiful cycling landscape of the Sonoma wine country and participants choose to ride one of five fully supported S.A.G. (supplies and gear) routes with distances ranging from 5 kilometers to 65 miles. Afterwards, everyone gathers for a post-ride food and wine celebration.

This year marks the 11th Annual Revolution. Every fall for the past 10 years, hundreds of riders of all abilities have come together in the picturesque Sonoma wine country for a day of extraordinary cycling and revelry that redefines what "ability" is all about.

## Impact of Sponsorship

Sponsor the Rev and you invest in more than a mere event. You invest in the cyclists, volunteers, and guests that attend the Rev along with the over 700 BORP participants who utilize our programs every year. In addition, over 2,000 individual donors support the fundraising participants in the Revolution each year. Your company will be identified with a joyous, inspirational event supporting a motivated, successful community.

## Our Audience

Revolution participants come from all walks of life and from all over the world. The average age at last year's Rev was 42 years old. Over 90% of our participants live right here in the Bay Area. Many are highly educated, affluent, and connected to individuals from similar socio-economic backgrounds as evidenced by last year's fundraising average of \$724 per person.



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Your sponsorship matters.

The Revolution Ride is the single largest fundraising event of the year for the Bay Area Outreach and Recreation Program (BORP), and raises nearly 25% of our annual budget.

A few of our programs:

The **Youth Sports Program** offers year-round competitive and recreational sports activities for youth with disabilities ages 5-19, including wheelchair basketball, power soccer, sled hockey and adaptive cycling.

The **Adult Sports Program** offers year-round activities including Wheelchair Basketball, Power Soccer, and Goalball (a unique sport for individuals with visual impairments).

The **BORP Adventures & Outings Program** offers weekly urban outings to theaters, museums, and art festivals as well as more adventurous outdoor excursions including guided walks and nature hikes on local accessible trails, adaptive skiing trips, kayaking, rafting, and whale watching.

The **Adaptive Cycling Program** is an integrated program serving youth, adults and families. With the support of our knowledgeable staff and dedicated volunteers, cyclists of all abilities explore local Bay Area biking trails throughout the year.

BORP's **Paralympic Sports Program for Disabled Veterans** offers frequent opportunities for veterans and armed forces members with physical disabilities and visual impairments to participate in sports and fitness activities.

The **BORP Fitness Program** provides group exercise classes in a fully integrated environment, serving both people with and without disabilities.

Your sponsorship plays a major role in ensuring that BORP can continue to provide programs like these for Bay Area youth and adults with physical disabilities.



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2012 Sponsors:



**RoadID**  
 It's Who I Am.



Yes, you can.



## 2013 Sponsorship Levels and Benefits

### **Title Sponsor:**

**\$10,000** (fully tax-deductible)

- Company Name listed as main Revolution Ride sponsor on all printed and electronic materials event title listings (e.g., "11th Annual BORP Revolution Ride sponsored by *Company Name*")
- Primary positioning of Company Name/logo on event registration page, marketing materials, posters, flyers, email blasts, press releases, thank you letters/receipts, event jerseys and t-shirts, event forms, event signage, etc.
- Prominent placement in 2013 Revolution promotional video
- Eight complimentary passes to event for company representatives
- Verbal recognition during event presentations
- Speaking opportunity during the Festival Award ceremony
- Listing and linked logo on BORP website for 1 year following the event

### **Revolution Circle:**

**\$5,000** (fully tax-deductible)

- Prominent positioning of Company Logo on the online event registration page
- Prominent positioning of Company Name/logo used on event marketing materials, including posters, email blasts, press releases, thank you letters/receipts, event jerseys and t-shirts, event forms and event signage
- Four complimentary passes to event for company representatives
- Verbal recognition during event presentations
- Listing and linked logo on BORP website for 10 months following the event

### **Riders Circle:**

**\$2,500** (fully tax-deductible)

- Company Name/logo used on event marketing materials, including posters, email blasts, press releases, thank you letters/receipts, event jerseys and t-shirts, event forms and event signage
- Two complimentary passes to event for company representatives
- Verbal recognition during event presentations
- Listing and linked logo on BORP website for 8 months after the event

### **Rest Stop Sponsor:**

**\$1,000 + rest stop supplies (approx. \$300)** (fully tax-deductible)

- Company Name/logo used on event marketing materials, including posters, email blasts, press releases, thank you letters/receipts, event jerseys and t-shirts, event forms and event signage
- Physical presence at the event with on course Rest Stop and chance to interact directly with participants
- Listing and linked logo on BORP website for 6 months after the event



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## Rest Stop Sponsorship Information Sheet

The athletes riding the long distance routes in the Rev need to stop, rest and refuel regularly. As a Revolution Rest Stop sponsor, your company or group will be responsible for providing food, water, sports drinks, a place to briefly rest and encouragement to our participants.

Sponsoring a Revolution Rest Stop is a great team building event and promises to be extremely rewarding for your volunteers. Besides being outside on a glorious Sonoma County autumn day and meeting interesting and inspiring athletes, your company will enjoy terrific exposure both on the ride route and at the Revolution Festival. In addition, your team will have the satisfaction of helping to support the Bay Area Outreach and Recreation Programs efforts to provide sports and recreational opportunities to people with physical disabilities.



Basic guidelines on what kind of food is needed for the riders is as follows: a mix of healthy and delicious items that provide salt, potassium, carbohydrates and protein to the riders. A typical selection would include fresh fruit (apples, oranges, bananas), peanut butter & jelly sandwiches (usually halved), and pretzels or something else salty. Trail mix, protein bars, and other healthy snack items are other possibilities.



Adding your own special touches to the menu or creating a theme for your stop will enhance the event and make it more memorable.

For more information or to discuss a Revolution Rest Stop Sponsorship, please contact:

Josh Thelin  
Revolution Event Coordinator  
Email: [josh@borp.org](mailto:josh@borp.org)  
Phone: (510) 225-7035

